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THEORETICAL AND APPLIED BASES OF BUSINESS COMMUNICATION IN THE CONTEXT OF INTERNATIONAL INTERACTION

The article conceptualizes business communication as a macro-level, integrative phenomenon that transcends the boundaries of business discourse and functions as a central component of international interaction. It argues that business communication should be situated within the field of business linguistics, where pragmatic, cognitive, and intercultural parameters intersect to form the communicative behavior of business actors. The study is relevant due to the growing complexity of globalized, multicultural exchanges, where communicative competence and cultural awareness determine the success of international cooperation. Methodologically, the paper adopts a cognitive-pragmatic and intercultural-communicative approach grounded in the principle of functional determinism, enabling a comprehensive typology of business communication based on social, linguistic, cognitive, and organizational factors. The research draws upon theoretical analysis of international scholarship and empirical material collected through a survey of 133 representatives of Kazakhstan's business community. The survey results highlight the influence of collectivist values, relational trust, and varying degrees of message directness on communicative strategies, reflecting national cognitive styles and their manifestations in professional interaction. Scientifically, the study contributes a two-stage model of international commercial-contract negotiations encompassing an organizational-planning stage, which involves preparatory analytical and marketing work including electronic negotiations, and a process-effective stage, which focuses on procedural standards, documentation, and regulatory assurances. This model demonstrates how business communication operates as a systemic, multi-level process where discourse, cognition, and intercultural understanding converge to ensure transactional effectiveness. The novelty of the research lies in its integration of cognitive-pragmatic and intercultural methodologies, offering a unified framework for analyzing business communication as an independent, macro-level scientific discipline and substantiating this theoretical construct through empirical data drawn from Kazakhstan's multilingual business environment.

Key words: intercultural communication, business communication, ICCN (international commercial-contract negotiations), cognitive stereotypes, negotiations, electronic communication, commercial contract, typology of communication.

MAIN PROVISIONS

A wide range of involved scientific and theoretical knowledge areas in the research of business communication, which provides an integrated platform and a functional communicative scientific and applied basis of the business context of “business communication,” determines the validity of the expanded representation of its constituent components to the development of “business linguistics.”

The choice of “business communication” as an object of analysis is due to the followings: first of all, the insufficiency and incompleteness of its research in the form of only “business discourse” (BD), which is subject to a limited micro-level in specific business conditions and specified business contexts by “business discourse” as a targeted communicative situation with a narrow, detailed scope.

Of application, and consequently, the need to study “business communication” as an object of “macro-level communication” in the whole variety of its typical manifestations as a business interaction with the specifics of its pragmatic communicative reflection.

INTRODUCTION

Thus, the representation of “business communication” as a unique and main category of “business linguistics” objects with the study and definition of its macro levels and their objects from cognitive, communicative positions in terms of their differentiated targeted refraction and use in international interaction is right.

The appropriateness of the typology and the functional pragmatic specification of “business communication” as a macro-level object enables to ensure the functional variability and diversity of strategic vectors for the development of business decisions, making it a more multifaceted thing that provides the potential and result of business interaction, covering most of business communication scopes.

The pragmatic communicative usefulness of such research object as “business communication” is confirmed by:

1. The solid potential of its purposeful capabilities.
2. The volume of its classification and typological register of models and types.
3. The depth of reflection in its subject-matter content of multicultural and multilingual reality.
4. Its integrative basis and the use of data from scientific fields related to business linguistics, such as discursive and communicative strategies, social and pragmatic target determinants, corporate and managerial data, linguistic and culturological sources of knowledge, professional and specific features in business interaction, etc.

A wide range of business communication capabilities proves that “business communication” is an independent applied scientific object of study.

Consequently, if the objectives of “business discourse” and “business communication” coincide, such an interaction object as “business discourse,” due to its targeted purpose within the framework of a specific business context, becomes a micro-level unit. In contrast, in the range of applicability, “business communication” refers to the phenomenon of “macro-perspectives”.

In this research, we consider business discourse as an integral part of the “business communication” structure; therefore, everything that relates to research and application developments in discourse and the definition of discourse characteristics and their specifics is reflected in the analysis of the “business communication” structure. Its comprehensive research at the intersection of its branches of science (psycholinguistics, communication, linguistic pragmatics, cultural linguistics, cognitology, etc.) has been successfully used both in the description and the typology of “business discourse”.

The linguistic and pragmatic orientation of research on the specifics of “business communication” is predetermined by the need to uncover the functioning of language units in a natural speech and communicative act in interaction and a holistic communication episode, i.e., in real communication, for stratification and ranking of the communicative strategies of the participants of “business communications” in various contextually predetermined and real business situations.

The linguistic and pragmatic research-oriented task focuses on using linguistic pragmatics as a starting theory in the cognitive, communicative basis of “business communication” in multicultural interaction.

As it is known, the impetus for the development of pragmatic ideas of language was the dissatisfaction with the narrow structural interpretation of a language as a system of signs and rules for combining them. It was necessary to refer to the real conditions of its existence and functioning. Based on the philosophical concept of L. Wittgenstein and his ideas of using the language, social context, and extra-linguistic situation, scientists approached the forecast and study of various directions and aspects of linguistic pragmatics, combined with an installation for opening the processes of language [1].

Functioning in real speech acts and communication situations. In varying degrees and different contexts, this direction of linguistic research is presented in the works of such representatives of linguistic pragmatics as C. Pierce, J. Searle, G. Poncini etc.

Modern integration of pragmatics and cognitive science represents a new, more profound, speech-thought- based level of analysis of the communicative activity in such a specific area of communication as “business communication”. Therefore, forming a new linguistic, cognitive direction of a pragmatic specification is a logical necessity.

Cognitive pragmatics is a relatively new direction in modern linguistics. The combination of the pragmatic content of research based on a cognitive approach has produced significant results in text linguistics and the study of the characteristics of live human communication. The term “pragmatics” (from the Greek pragma - “a case,” an action”) was introduced into scientific use by Morris. Following the ideas of Peirce [2], the founder of the theory of signs of semiotics divided semiotics into semantics - the theory of the relationship of signs to objects of reality, syntactic

- the theory of the relationship between signs and pragmatics - the theory of the relationship of signs to their interpreter, that is, to the user of sign systems.

As for the role of linguistic pragmatics, taken separately as a branch of science, its prerogative is limited within the bounds of the description of linguistic phenomena” in terms of their dependence on the context of their contextual support,” reflecting not only its linguistic essence but also extra-linguistic representation.

The minimum sufficient unit of a pragmatic description is considered to be a “speech act” in those contexts where it's realized.

However, the opinions of scholars differ on the question of what precisely to consider a speech act and its length: from a whole artistic work written by an author to a simple sentence. A speech act can be either a significant sentence (statement) or less; it can be part of a sentence.

The speech act carries out in close connection with the peculiarities of the cognitive base of communication participants. Scientists are unanimous that one of the fundamental communicative needs and target orientation of speech act is the transfer of information about their intentions and attitudes to the communication partner so that it can be transferred to its comprehensive knowledge system and respond with its behavior in the form of a successful speech closure partner action. Within the framework of the theory of speech acts, “communication” is considered a purposeful activity managed by a system of conventional rules, and speech acts are regarded as forms of this activity.

As for the word, pragmatics which studies a language in action, provides the disclosure of the meaning of a word in its implementation in a speech act or a context, as according to [3], the importance of a word is its use in a language.

Consequently, the meaning of a word is considered inseparable from a pragmatic situation, and the unity of words, intentionally formed in a statement, is defined and differentiated as the communicative goals of these speech acts. To a certain extent, it is fitting that the meaning of a word has become regarded as an instrument we use to act. The statement, order, counterfactual statement, demand, guess and refutation, request, objection, prediction, promise, appeal, reasoning, explanation, insult, conclusion, inference, suggestion, synthesis, etc., is not a complete list of the variety of types of speech acts as social actions[4].

Studying the language and its relation to those who use it, the pragmatist uses such concepts as explication, implication, proposition, presupposition, context, pragmatic ambiguity, illocutionary and communicative goals, perlocutionary effect, etc.

MATERIALS AND METHODS

The study was grounded in an interdisciplinary methodological design that combined *cognitive-pragmatic*, *intercultural-communicative*, and *functional* approaches, each serving a distinct analytical purpose. The *cognitive-pragmatic method* was applied to uncover how mental models and communicative intentions shape discourse strategies in business settings; it allowed the researchers to trace the relationship between underlying cognitive stereotypes and the linguistic manifestations

of professional interaction. The *intercultural-communicative approach* was used to analyze the influence of national and cultural frameworks on communicative behavior, particularly within English–Kazakh interactional contexts. This approach enabled the identification of culturally specific features such as collectivist orientations, the role of trust in negotiations, and preferred levels of directness in electronic correspondence. The *functional method* provided a classificatory foundation for establishing a typology of business communication, organizing it according to its organizational, linguistic, and cognitive determinants. The empirical base consisted of a survey conducted among 133 representatives of Kazakhstan’s business community. The questionnaire was designed to elicit data on communicative practices, decision-making styles, and negotiation behaviors. Quantitative processing of the results made it possible to determine statistical correlations between cultural values and communicative strategies, while qualitative interpretation revealed their pragmatic and cognitive motivations. The empirical findings were integrated with theoretical insights from international scholarship to construct a two-stage model of *international commercial-contract negotiations (ICCN)*, which reflects the real dynamics of organizational and process-oriented phases in intercultural business interaction.

RESULTS

Speech acts, business communication, and different approaches to the said phenomena.

The concept of illocution is closely related to the problem of understanding. The most common taxonomic illocutionally-based classification of types of speech acts according to their illocutionary purposes is their stratification into five types:

1. Assertives (obliging the speaker to express the actual state of affairs, in other words, makes him responsible for the truth of the expressed judgment).
2. Directives (trying to make the listener do something).
3. Commissioners (impose on the speaker an obligation to do something in the future).
4. Expressiveness (expressing a psychological state regarding any state of affairs: expression of attitude, apology, praise).
5. Declaratives (establish the correspondence between the propositional content of the speech act and reality).

Accordingly, the cognitive pragmatist uses the stated potential of illocutionary acts. Typology of cognitive pragmatics formations, analysis of its functional and pragmatic specificity enables to determine cognitive intentionality, communicative goal-setting, illocutive variability and directionality; contextual situational, personal and interpersonal determinism, functional socialization of explicit propositional uniqueness, etc. as its main characteristics. In the context of globalization, which creates an unprecedented scale of international interaction and, above all, in the sphere of international economic contacts, intercultural and communicative aspects in defining international branch specificities in the context of “business communication” has a particular significance and topicality [5].

A review of domestic and foreign literature suggests that the study of the national and cultural specifics of the language and language units is carried out within the framework of linguistic cultural, ethnolinguistic, linguocultural approaches, the theory of ethnosyntax, and ethnopragmatics [6]. The cognitive turn in linguistics contributed, on the one hand, to understanding language and culture in conjunction with human consciousness and, on the other hand, revealing cognitive features and cognitive modeling of “business communication.”

“Business communication” as a multifunctional communicative sphere gained a research and independent disciplinary status only by the end of the '90s of the 20th century. Researchers such as Mumby and Stohl proposed an expanded paradigmatic substantiation of the legality of the disciplinary-objective independence of “business communication” with epistemological, ontological, and methodological evidence-based positions. The communicative potential of “business communication” in foreign linguistics varies from attributing BC to the broadest scope of business

interaction to defining it as an “interdisciplinary object of study for research and teaching as communication in the workplace” [7].

In this regard, research focused on identifying cognitive pragmatic processes and manifestations of inconsistencies of “cultural meanings” in the context of intercultural communication in business contacts, and business communication became more topical. On the problems of business communication and the description of national cultural specifics, studies of Russian scientists T.N. Astafurova, S.Yu. Tyurina, E.N. Malyuti, N.V. Basko, A.O. Stebletsova, and others are well known. In foreign linguistics, the cognitive culturological basis of communicative linguistics was the object of the research work of Boden et al., Fillmore, and Lakoff. The refraction of these cognitive-cultural foundations from the standpoint of cultural identifications and the importance of intercultural and communicative research in the context of “business communication” is carried out in the works of Beamer, Johnson et al [8].

Some works investigate multinational context and the specification of such an object as “business discourse,” the organization of corporate interaction in multicultural companies. This approach, of course, has a more social and cultural reflection in communication, which defines stereotypes of collective interaction in communication. The works of some foreign researchers are devoted to the study and analysis of individual types of “business discourse” or units constituting them in different social and cultural contexts [9].

Although “business communication” is defined as a more comprehensive business content sphere of business interaction, creating, according to Bargiela-Chiappini and Nickerson, a “macro-perspective” for the variable and multifunctional orientation of “business communication,” the discursive component of BC is one of the leading characteristics of business communication: in turn, discursive activity is refracted through the cognitive mechanisms of human consciousness, formed under the influence of a specific culture and social and cultural environment, which predetermines the social and cultural conditionality of human cognition, the integrative essence of language functioning in interaction with the cognitive structure of thinking, personality activity, social and cultural specificity, the knowledge base of action, etc [10].

Consequently, the rationale for identifying “business communication” as an integrative self-study object and determining its universal and specific characteristics, manifested mainly in the context of international business interaction, based on a review of existing approaches in the analysis of “business linguistics” as the basis and constituting, depending on the purpose, its business contexts of business communication (“business communication,” “business discourse”), there were presented a review and analytical data confirming the validity of the allocation of “business communication” as an object with the most significant potential of pragmatic and communicative support of targeted appointments of business contacts requiring business solutions.

One of the prevailing arguments on “business communication” in comparison with “business discourse” in favor of greater demand for “business communication (BC)” are the following distinguished advantages of “business communication”:

- intercultural and functional orientation of BC, due to its multicultural and multilingual potential and based on the intercultural conceptual communication model;
- integrative conceptual range of possibilities, providing at the same time all options of the formal and informal business context in communication;
- the ability to model micro and macro levels of business interaction due to the absence of restrictive socializing contexts;
- the ability to provide a solution to a wide range of scientific research studies on the peculiarities of interdisciplinary, intercultural, and contact, determined by the “business communication” as an independent object of analysis, and on mutually conjugate fields of science such as theory and practice of communication, psycholinguistics, cultural studies, international trade, economics, global studies, management, corporate management, business strategy, etc.;
- the presence of a predominantly cross-cultural process-communicative orientation and adaptability to the inclusion of introduced new conditions in the processes of business interaction.

The functional pragmatic stratification and their typological specificity in accordance with their organizational and managerial orientation allowed researchers to introduce a system of classification parameter scales for their pragmatic differentiation according to the degree of their use and demand in international interaction.

Modern cognitive conceptual studies of intercultural communication were preceded by joint psycholinguistic studies that laid the fundamental theoretical foundation for them both by Western scholars (Shore, Samovar, Porter, Lakoff, Johnson) and by Russian and Kazakh researchers on theory thinking and linguistic consciousness, to identify the structure of linguistic consciousness and speech-thinking processes (Zhinkin, Leontyev, Kolshansky, Zimnyaya, Vereshchagin, Kostomarov and others).

Verbal communication in these psycholinguistic-oriented studies is interpreted either as a multi-level interactive-verbal speech-thinking activity of the communicators, which levels must be taken into account in the social-communicative regulation of speech communication and behavior, or as a result of the cognitive-reflective function of thinking, acting as the basis of linguistic consciousness and verbal communication undergoing restructuring during the transition to another language, emphasizing the priority role of linguistic consciousness in the cognitive-reflective and cognitive activity of human beings [11].

Empirical study of business communication.

A survey we conducted with respondents from the Kazakhstani business community to study qualitative cultural preferences (133 respondents) confirmed that the characteristics of “collective cultures” are more inherent in the Kazakhstani business community. For example, the majority of respondents prefer to adhere to generally accepted judgments in decision-making but also hold an authoritative opinion when making important personal or business decisions. A significant number of respondents share that it is essential to strengthen trust and personal relations with business partners; 63% of respondents are not encouraged by the Kazakhstani business culture; not officially agreed to business meetings.

Another critical aspect that needs to be considered in any business culture is the directness of messages in speech or letters. Although most Western cultures prefer direct communication and often begin negotiations with primary goals, Eastern cultures usually contain a significant amount of background information and context before moving on to the primary purpose of their message. Moreover, in most Eastern cultures, starting a conversation with a central issue can be considered harsh or rude. When asked whether the respondents would consider the letter impolite if the author turned to the main question of the note at the beginning of the message, mixed answers were received. Thirty-eight percent of respondents believe that direct messaging will be impolite, while sixty-two percent prefer the direct approach.

Business meetings and negotiations are essential components of any business discourse. Their implementation is a kind of art that becomes even more complex in a multicultural environment. In Kazakhstan, there are more than a hundred ethnic groups. Moreover, with the independence of Kazakhstan in 1991, the presence of Western enterprises and investments in the country has been steadily increasing. As a result, most business meetings and negotiations in Kazakhstan are multicultural. Fifty percent of respondents said cultural misunderstanding could be a problem at business meetings in Kazakhstan. The survey participants noted trust, respect, and consideration of cultural values as crucial factors to consider when meeting with business partners. Regarding business negotiations, most survey participants recognized that the age and rank of business partners influence their perceptions.

At the same time, significant social and economic changes in society can cause changes in cultural preferences. When Kazakhstan left the Soviet Union, the influx of Western culture and investment significantly impacted the country. The influence of major political changes on the cultural preferences of the post-Soviet states was studied in research by Duller and Yildiz. The authors found that, although major political, social, and economic events lead to changes in the relationship of “power distances” in the workplace, changes occur very slowly due to the importance of local cultural values. Thus, the possible increase in the share of Western exporting countries can be

explained by the increased cultural awareness of Western enterprises and the accumulated experience of trade in Kazakhstan.

Although it has also been established that representatives of business structures are more inclined to conduct business with cultures they better understand. Several studies clarify the relationship between cultural proximity and the likelihood of intercultural interaction in business. W.G. Davidson examined the role of a country's characteristics in foreign direct investment. In particular, he reviewed the levels of corporate experience and found that smaller, inexperienced firms prefer similar close markets to firms with more prosperous international expertise. I. Iwasaki and K. Suganuma investigated a market and found similar trends in Davidson's work. They analyzed data from Russian trade with 23 OECD countries. It was found that direct investment and socio-cultural similarity are decisive factors in determining trade volumes.

The generally accepted interpretation of “negotiations” defines negotiations as a particular social interaction involving at least two subjects. It is assumed that there is a common problem, differences in approaches and evaluation of ways to solve it, direct personal contact between participants and the verbal method of communication, and clear structure and protocol for negotiation activities. American researchers W. Urey and R. Fisher define negotiations as the process of bilateral exchange of information aimed at reaching an agreement with others in conditions where some interests coincide while others are directly opposite; as the process of mutual development, exchange, and fulfillment of specific promises that satisfy the fundamental interests of the parties directly involved in the conflict. Negotiations differ from a simple exchange of views and discussion of issues by the presence of formalized structures of business communication, the separation of the parties on the problem under discussion, and the focus on developing and adopting joint decisions. Negotiations also imply a length of time, the presence of stages, the expectation of results (in the form of agreements, commitments, the development of relations, etc.), and possible repeatability [12].

Thus, “negotiations” vary from everyday communication by the following characteristics: planning, organizational reliability, determination of the subject, the strict structure of the agenda, procedural sequence, performative focus, and the interdependence of communicative stages that reflect cultural and cognitive conditioning. These characteristics are reflected in the behavior of intercultural and communicative types of negotiations. The information constituting the basis of communication does not exist in isolation but in macro- and microcontext, against the background of a culturally conditioned view of the world. Hall, in his works, showed the duality of the term “context.” From his point of view, the concept of context is associated with two completely different, albeit interrelated processes: internal context, which includes the experience of the communicator, programmed in his mind and the structure of the nervous system; and external context reflecting the physical environment, as well as other information, including the nature of interpersonal relations between communicators and the social circumstances of communication.

The whole set of presuppositions and background knowledge, values, cultural identity, and individual features of a linguistic personality is used as an internal context. The concept of external context includes a place (local context), time (chronological context), scope, and conditions of communication that determine its character. The territory where the negotiations take place is essential. The local context can influence several parameters: the side located on its own territory feels more comfortable and better oriented in the given space. The temporal context is also significant. Thus, the context is defined as a dynamic process in negotiations that depends on internally motivational and externally acting, pre-agreed strategic orientations of the cognitive-built activity of the contracting parties [13].

DISCUSSION

As for the component structure of negotiations, the attention is focused on the following mandatory components: participants, the subject area of negotiations, the object of the agreement, and the context (conditions for the conclusion and implementation of agreements). Consequently, both the context and the effectiveness of negotiations are cognitively planned images of business

communication whose dynamics and success depend on the degree of coincidence of this image with the real flow of negotiation as joint activity. A communicative approach to negotiations is based on three primary parameters: negotiations are considered in a broad social context; the emphasis is on the dynamic nature of negotiations; systems of meanings dependent on the negotiation process are identified [14].

The model of business negotiations.

In the practical orientation of the two stages (types) of commercial contract negotiations in the context of international business interaction (ICCN), the relative autonomy of each type (set) is traced; it enables a separate model of the two-stage structure of the ICCN (organizing planning negotiations and internationally adequate support for the progress of the international type of business communication in the format of negotiations).

At the **organizational-planning stage**, the upcoming international business interaction in the format of negotiations at the beginning, anticipating the entire intercultural business communication process, is carried out by a preliminary search and expert analysis of possible partner subjects for the planned international commercial contract and their predictive marketing. Forecast marketing of opportunities of selected suppliers for a specific commercial project (initial purchase of equipment, its installation, guaranteeing its operation for a certain period, etc.) is completed by choosing a supplier and starting *electronic negotiations (EN)* through the exchange of correspondence on possible conditions of international commercial contract supply of equipment and its installation [14].

Advanced *electronic business communication (EBC)* is one of the most widely used modern forms of search and expert analysis as an exploratory aspect of the organizational-planning phase of intercultural business communication in the negotiation format. It provides a preliminary statement of the problems of international business interaction through messaging, orientation of both parties in the requests, requirements, and opportunities of the contracting sides in specific commercial contract negotiations, as well as the development of negotiating strategies to obtain the desired result by both sides [15].

In the course of the first stage of predictive expert assessment of the potential and opportunities of the prospective partner in the implementation of the ICCN object, one more format of the organizational-planning stage is corporate activity: preparing a business negotiation by choosing an organizational model, planning, and development of the most significant conditions and requirements for the implementation of international transactions, which are necessary to be fixed by separate provisions of the contract.

The **second, process-effective stage** is provided for preliminary discussion and agreement by the parties in conducting business negotiations: negotiation procedures; the process of agreeing on international standard conditions for the conclusion of contracts with international trade representatives; general conditions of trade interaction; terms and conditions of order delivery. The staff of both negotiating parties negotiates through electronic correspondence the following: pre-delivery documentation for expert analysis, trade and financial data, international expert and arbitration documentation, and discussion of mandatory clauses for the ICCN such as international standards, guarantee-insurance aspects, obligations, and penalty claims.

At this stage, it is possible to discuss deadlines for submission of documents on insurance, guarantees, and delivery dates by the parties (international expert-arbitration business communication). To exclude force majeure situations, it is possible to propose and discuss the need, in addition to signing the general contract, to allocate for signing the primary stages and obligations of the parties to fulfill within a specific timeframe (international guarantee-insurance business communication).

At the organizational-planning stage, the objectives of this stage, aimed at ensuring international negotiations (ICCN) on its planning and organization, are provided by a *commercially-initiating strategy* through Internet search, expert monitoring, and forecasting and marketing tactics. At the process-effective stage, a *commercial-corporate-implementation basic strategy* is formed with the composition of *contact tactics* ensuring the first meeting of those responsible for conducting negotiations on both sides and further tactics accompanying the entire course of international

commercial interaction – commercially mutually coordinating, corporate business planning, regulatory, process-corrective, and productive-evaluating.

CONCLUSION

“Business communication” is a multifunctional communicative sphere that has many-sided possibilities and a complex structure. It serves as an object ensuring the potential of business interaction and is characterized by pragmatic communicative fullness and linguistic–pragmatic orientation. Its pragmatic usefulness is confirmed by the fact that “business communication” has become an independent scientific and applied research object. The linguistic–pragmatic orientation of business communication is determined by the need to reveal the functioning of language units in actual speech–communicative acts and holistic episodes of interaction. Linguistic–pragmatic validity is confirmed through the contextual dependence of linguistic phenomena in all manifestations of business communication.

“Business communication” is also the conceptual basis of any business interaction. It generalizes the entire business context and represents any business communicative interaction as a unified scientific and educational object. In the modern world - a world without borders in intercultural communication - the identification of cognitive-pragmatic processes and the inconsistencies of cultural meanings in business contacts becomes particularly relevant.

The demand for business communication arises from its intercultural and functional orientation, its integrative conceptual range, and its ability to model both micro and macro levels of business interaction. It provides broader opportunities than “business discourse” research, thanks to its cross-cultural process-communicative adaptability and openness to new conditions in international business interaction.

An important aspect of business communication research is the choice of the typological basis. The intercultural–communicative specification of business communication rests on social, linguistic, cognitive, intercultural, and organizational parameters. The social and pragmatic typology relies on H. Spencer-Oatey’s “social and pragmatic intercommunicative principles” as a scale for determining normative social pragmatism in productive and interpretive language use, and on K. Kopitko’s RP (Relational Pragmatics) model, which identifies cognitive–contextual, affective, and cognitive components. According to I. Warner’s intercultural–communicative approach, the typological basis includes “business strategy” and “intercultural strategy,” which in this research are united into a single indicator defined as the *intercultural business–communicative strategy (ICBS)*, or its speech variant - the *intercultural and communicative business speech strategy*.

When choosing the basis for the typologization of functional, structural, and socially aimed orientations of business communication, *functional determinism (FD)* serves as the classification principle. It determines types of communication according to functional purpose-instructive–managerial, regulatory, commercial–contract, professional, and organizational - and implements organizational decisions through written and electronic corporate discussion.

The object of the research is the functioning of business communication and its types within a multicultural context, while the subject covers intercultural-communicative and functional-pragmatic indicators and models, especially within English-Kazakh business interaction. Since the most common form of international business communication is *business negotiations*, it was necessary to study the intercultural–linguistic and culturological features typical of negotiations in global interaction.

Accordingly, the study presented a complex structure of business communication, including its integrative system and the basic concept of “negotiations.” Two types were identified: (I) the business organizational-planning type, ensuring corporate and managerial preparation; and (II) the business process-productive type, which includes organizational-planning and procedural subtypes acting as stages of complete business communication.

Given the frequency and specificity of *international commercial-contract negotiations (ICCN)*, this format was distinguished as a micro-object of business communication functioning at the

international level. The ICCN model consists of two stages: the first - *organizational-planning* - defined by a *commercial-initiating strategy* implemented through Internet search, expert monitoring, and forecast marketing tactics; and the second - *process-effective* - based on a *commercial-corporate implementation strategy* and realized - through *contact, corrective, and evaluative* tactics. These stages ensure consistency between planning and execution, combining linguistic, cognitive, and organizational mechanisms in the process of international communication.

Thus, “business communication” functions as an integrative system that unites linguistic, cognitive, and pragmatic aspects of intercultural interaction, confirming its status as an independent scientific discipline and a practical framework for organizing global communicative processes.

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Халықаралық қарым-қатынас мәнмәтініндегі бизнес-коммуникацияның теориялық және практикалық негіздері

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Мақалада бизнес-коммуникация макродеңгейдегі интегративтік құбылыс ретінде қарастырылады, ол бизнес-дискурс шегінен шығып, халықаралық өзара әрекеттестіктің орталық компоненті ретінде қызмет атқарады. Бизнес-коммуникацияны прагматикалық, когнитивтік және мәдениетаралық параметрлер тоғысатын бизнес-лингвистика аясында қарастыру қажеттілігі дәлелденеді, себебі дәл осы өзара байланыс іскер қатысушылардың коммуникативтік мінез-құлқын қалыптастырады. Зерттеудің өзектілігі жаһанданған,

көпмәдениетті өзара байланыстардың күрделене түсуімен айқындалады, мұнда коммуникативтік құзыреттілік пен мәдени хабардарлық халықаралық ынтымақтастықтың табыстылығын айқындайды. Әдіснамалық тұрғыдан жұмыс функционалдық детерминизм қағидатына негізделген когнитивтік-прагматикалық және мәдениетаралық-коммуникативтік тәсілдерді қолданады, бұл бизнес-коммуникацияның әлеуметтік, лингвистикалық, когнитивтік және ұйымдастырушылық факторларға сүйенген кешенді типологиясын жасауға мүмкіндік береді. Зерттеу халықаралық ғылыми еңбектердің теориялық талдауына және Қазақстанның іскерлік қауымдастығының 133 өкілі арасында жүргізілген сауалнама нәтижелеріне сүйенеді. Сауалнама нәтижелері ұжымшылдық құндылықтардың, сенім қатынастарының және хабарламаның тікелейлік дәрежесінің коммуникативтік стратегияларға ықпал ететінін, сондай-ақ кәсіби өзара әрекеттестіктегі ұлттық когнитивтік стильдердің көрінісін айқындайды. Зерттеудің ғылыми маңыздылығы халықаралық коммерциялық-келісімдік келіссөздердің екі кезеңнен тұратын моделін ұсынуында: ұйымдастырушылық-жоспарлау кезеңі (алдын ала аналитикалық және маркетингтік жұмыстар, соның ішінде электрондық келіссөздер) және үдерістік-нәтижелілік кезең, ол рәсімдік стандарттар мен құжат айналымына және нормативтік кепілдіктерге назар аударады. Бұл модель бизнес-коммуникацияның дискурс, когниция және мәдениетаралық түсіністік тоғысқан жүйелі, көпдеңгейлі үдеріс ретінде жұмыс істейтінін көрсетеді және транзакциялық тиімділікті қамтамасыз етеді. Зерттеудің ғылыми жаңалығы когнитивтік-прагматикалық және мәдениетаралық әдіснамаларды интеграциялауда жатыр, бұл бизнес-коммуникацияны тәуелсіз макродеңгейдегі ғылыми пән ретінде талдауға мүмкіндік беретін біртұтас теориялық негіз ұсынуға және осы теориялық тұжырымды Қазақстанның көптілді іскерлік ортасынан алынған эмпирикалық деректермен дәлелдеуге жол ашады.

Кілт сөздер: мәдениетаралық коммуникация, бизнес-коммуникация, ICCN (халықаралық коммерциялық-келісімдік келіссөздер), когнитивтік стереотиптер, келіссөздер, электрондық коммуникация, коммерциялық келісімшарт, коммуникация типологиясы.

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Теоретические и прикладные основы бизнес-коммуникации в контексте международного взаимодействия

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В статье бизнес-коммуникация концептуализируется как макроуровневое интегративное явление, выходящее за рамки бизнес-дискурса и функционирующее в качестве центрального компонента международного взаимодействия. Обосновывается, что бизнес-коммуникацию следует рассматривать в рамках бизнес-лингвистики, где прагматические, когнитивные и межкультурные параметры пересекаются, формируя коммуникативное поведение участников делового взаимодействия. Актуальность исследования обусловлена возрастающей сложностью глобализированных, мультикультурных обменов, в которых коммуникативная компетентность и культурная осведомлённость определяют успешность международного сотрудничества. Методологически работа опирается на когнитивно-прагматический и межкультурно-коммуникативный подходы, основанные на принципе функционального детерминизма, что позволяет выстроить комплексную типологию бизнес-коммуникации с учётом социальных, лингвистических, когнитивных и организационных факторов. Исследование базируется на теоретическом анализе международных научных источников и эмпирических данных, собранных в ходе анкетирования 133 представителей казахстанского бизнес-сообщества. Результаты опроса выявляют влияние коллективистских ценностей, доверительных отношений и степени прямоты высказываний на коммуникативные стратегии, отражающие национальные когнитивные стили и их проявления в профессиональном взаимодействии. Научная значимость работы заключается в представлении двухэтапной модели международных коммерческо-договорных переговоров, включающей организационно-планировочный этап (предварительный аналитический и маркетинговый блок, включая электронные переговоры) и процессуально-результативный этап, сосредоточенный на процедурных стандартах, документообороте и нормативных гарантиях. Данная модель демонстрирует, как бизнес-коммуникация функционирует как системный, многоуровневый процесс, в котором дискурс, когниция и межкультурное понимание взаимодействуют для обеспечения транзакционной эффективности. Научная новизна исследования заключается в интеграции когнитивно-прагматической и межкультурной методологий, что позволяет предложить единую концептуальную основу для анализа бизнес-коммуникации как самостоятельной макроуровневой научной дисциплины и подтвердить этот теоретический конструкт эмпирическими данными, полученными в многоязычной бизнес-среде Казахстана.

Ключевые слова: межкультурная коммуникация, бизнес-коммуникация, ICCN (международные коммерческо-договорные переговоры), когнитивные стереотипы, переговоры, электронная коммуникация, коммерческий контракт, типология коммуникации.

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ЭТИКЕТТІК СТЕРЕОТИПТЕР ЖӘНЕ ОЛАРДЫҢ ТҮРЛЕРІ ТУРАЛЫ

Мақалада қазақ тіл ғылымындағы жаңа парадигмамен байланысты бағыттар мен ізденістерден туындайтын мәселелерге назар аударылып, қазақ сөз этикетінің стереотиптік қырлары айқындалады. Дәстүрлі мәдениетте кездесетін, тілдік қарым-қатынаста стереотипке айналған коммуникативтік этикеттегі қаратпа атауыштардың қоғам мүшелерінің әлеуметтік ерекшеліктерімен байланысты қырларына тоқталдық. Этикеттік қаратпа атауыштар, бір жағынан, әмбебап сипаттағы стереотиптер болса, екінші жағынан, олардың коммуниканттардың жас ерекшелігі, жыныс айырмашылықтары, әлеуметтік мәртебесі сияқты өзгешеліктермен байланысты мәнге ие стереотиптік сипатына талдау жасадық. Сонымен қатар соңғы кездерде пікірталас сипатындағы қаратпа атауыштық этикеттердің қолданыстағы түрлеріне талдау жасалып, мән-мағынасы ашылады. Сондай-ақ ескіден келе жатқан дәстүрлі этикеттік атауыштар әлеуметтік стереотип, ментальді стереотип, этномаркерлі стереотипке жататын түрлеріне тән ерекшеліктері коммуникативтік жағдаятпен байланысты екені көрсетіледі. Этикеттік стереотиптерді талдау барысында қаратпа атауыштардың әлеуметтік-қоғамдық деңгейден мән алып, мәдени-этикалық құндылықтардың қатарынан орын алғаны айқындалды. Этикеттік стереотиптер – қоғамда адамдардың өзара қарым-қатынасында қалыптасқан, күтілетін мінез-құлық үлгілері. Олар мәдениетке, дәстүрге, жасқа, жынысқа, әлеуметтік мәртебеге байланысты пайда болады және күнделікті өмірде бағыт-бағдар береді. Этикеттік стереотиптердің оң жағы – қарым-қатынасты жеңілдетуі,